

**JUNDIAI**  
CITY HALL

**JUNDIAI** | **BRAZIL'S  
BEST ADDRESS**





# PRESENTATION

Located in the economic hub of the State of São Paulo and of Brazil, Jundiaí, due to the sustainability of its development process, represents excellent opportunity for business investments and for living. The city is introduced in a region that, if expanded to a radius of 57 km, is among the world's most prosperous cities, integrated to the hubs of São Paulo (57 km) and Campinas (36 km), accounting for 25.9% of the Country's GDP (Gross Domestic Product). Its privileged location, infrastructure, quality of life and sustainable actions in the fields of health, education, safety, tourism and public services propitiate the City the 4th best Human Development Index of the State of São Paulo and the 2nd best among the cities with over 300,000 inhabitants, with figures like 100% treated sewage and distribution of potable water to 97.8% of its population. The city was born thanks to its strategic position for actions of occupancy of the national territory in the beginnings of the colonization period. Consolidating its values of development, quality of life and social justice, it maintains even today an incomparable geographical profile that allows it to ensure:

**“Jundiaí is the best address for your next investment.”**



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# GENERAL OVERVIEW OF JUNDIAI

Quality of life, privileged location and modern infrastructure in expansion provide security to whoever wants or even plans to settle in Jundiai, bringing enterprises of different sizes. Efficiency, planning and responsible tax management ensure the sustainability of municipal public policies. The figures confirm that Jundiai has a favorable economic environment.

**6<sup>th</sup> LARGEST INDUSTRIAL PARK**

**BRAZIL'S BEST ADDRESS: IN A RADIUS OF 100 KM, 25.9% OF THE BRAZILIAN GDP AND 80.6% OF THE GDP OF SÃO PAULO**

**BUDGET FOR 2018: BRL 2.2 BILLION**

**7<sup>th</sup> LARGEST GDP OF THE STATE**

**8<sup>th</sup> LARGEST TRADE AND SERVICE PARK**

**4<sup>th</sup> BEST HDI OF THE STATE OF SÃO PAULO AND 11<sup>th</sup> BEST IN BRAZIL**

**POPULATION OF 409,000 INHABITANTS. ABOUT 250,000 ARE BETWEEN 18 AND 65 YEARS OF AGE**



Roundabout of Av. 9 de Julho



# INFRASTRUCTURE

The infrastructure of Jundiai is excellence in transportations, sanitation and refurbishment, telecommunications, electrical energy and natural gas, with adequate supply to refurbish and sustain one of the largest economic parks of Brazil. The city enjoys the best roadway network of the country, with highlight to the Anhanguera and Bandeirantes highways, through where it can be accessed, in only 30 minutes, the metropolitan beltway of

São Paulo, with connections to the main national economic centers. Jundiai has easy access to the airports of Viracopos, in Campinas, Congonhas, São Paulo, and Cumbica, in Guarulhos, besides one of the busiest airports of the country dedicated to executive aviation, located in its territory, Commander Rolim Adolfo Amaro Airport, privatized as of November 1, 2017 to the concessionaire VOA SÃO PAULO).



In Jundiai, highways form a strategic road complex



# TRADE AND SERVICES

Trade in Jundiai was developed in practically all sectors, serving the local population and attracting significant portion of the regional demand. The Sector is the third formal employer, according to Rais (Annual List of Social Information), of the Ministry of Labor and Employment.

Jundiai also has excellent infrastructure in the Service Sector, major formal employer of the City and compatible with large size cities standing out in:

C

- FEDERAL REVENUE UNIT,
- MORE THAN 70 BANK BRANCHES,
- STATE TRIBUTARY STATION
- CETESB BRANCH
- 19<sup>TH</sup> FIRE DEPARTMENT GROUP
- FOREIGN TRADE STRUCTURE,
- HOTELS,
- HEALTH SERVICES,
- DIVERSIFIED EDUCATIONAL STRUCTURE,
- RESTAURANTS,
- VEHICLE RENTALS,
- FINANCIAL SERVICES,
- TECHNICAL ASSISTANCE,
- TOURISM AND LEISURE,
- MALLS.



# LOGISTICS VOCATION

Jundiai makes available a complete logistics infrastructure and, as of December 2017, began to offer as well the general cargo railroad transportation, in containers, through TIJU - Intermodal Terminal of Jundiai, which connects the city to the Port of Santos through the MRS Logistica railway. With a large business advantage for the companies, its railroad network is a logistic and strategic differentiating factor for export, import cargoes and also for the internal market (cabotage). They are trains with 21 coaches that transport what is equivalent to about 50 trucks. TIJU is operationalized by the CONTRAIL.



## A HUB OF LARGE COMPANIES

CASAS BAHIA



ID LOGISTIC/NIVEA



JOHNSON & JOHNSON



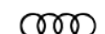
BRF



DAFITI



AUDI



AMWAY



DESTRO MACRO ATACADO



L'OCCITANE



Jundiai has developed for many years, outstanding vocation as logistic hub, attracting distribution centers from some of the most important business groups of the country, highlighting the Via Varejo / Casas Bahia Distribution Center, the second largest in the world in the category, as well as the distribution centers of BRF, Renault-Nissan, Audi, Destro Macro atacado Amway among others > BRF, Dafiti, Renault-Nissan, Audi, Destro Macro atacado, Amway, among others.



# INDUSTRY

Jundiai has about 750 industries registered with the Ministry of Labor, and the sector is the second largest formal labor employer of the city according to data from the Ministry of Labor and Employment/Rais. The City has the 7<sup>th</sup> largest GDP (Gross Domestic Product) of the State of São Paulo (2015), in the value of BRL 39.7 billion. It participates with 2.05% of

the state GDP, 1.23% of the regional GDP and 0.66% of the national GDP. The local industrial park is one of the most diversified of the State, with over 25 divisions of economic activity present, and industries with large contribution for the generation of employment and income within the scope of the city stand out.

## SOME OF THE INDUSTRIES INSTALLED IN JUNDIAI

APPLE COMPUTER BRASIL	
FEMSA (COCA COLA)	
SIEMENS	
FOXCONN	
DECA LOUÇAS E METAIS	
AMBEV (PEPSI)	

JDE CAFÉS DO BRASIL	
KLABIN	
TAKATA PETRI	
SANCHEZ CANO	
DANONE	
ASTRA S/A (PLÁSTICOS)	



**COCA-COLA**  
FEMSA

**PEPSI**  
AMBEV

Industrial District of Jundiai



# EDUCATION

Jundiai seeks to position itself as a global city, that competes in conditions of equality with any locality in the world. And, to achieve this, it provides attention to education, from the basic levels to incentive for attraction of professionalizing education that qualifies human resources. The goal traced for the BEDI (Basic Education Development Index) score was 6.3 for Grade School and, in 2015, Jundiai reached 6.8, in a scale that goes up to 10. In the field of professionalizing education, in Jundiai alone the public units of Faculdade de Tecnologia (FATEC), Instituto Federal de São Paulo (IFSP) and the two Escolas Técnicas (ETEC) are outstanding destined to the regional labor market.

IT IS AMONG THE 15 BEST CITIES OF BRAZIL IN EDUCATION (BEDI)

BESIDES PROXIMITY OF THE MAIN UNIVERSITY AND RESEARCH CENTERS OF THE COUNTRY, LIKE USP AND UNICAMP, JUNDIAI IS SERVED BY DIVERSE TECHNICAL SCHOOLS AND FACULTIES THAT CONTRIBUTE TOWARD THE FORMATION OF QUALIFIED LABOR:

FACULDADE ANHANGUERA	
UNIP	
FUNDAÇÃO GETÚLIO VARGAS	
UNIANCHIETA	
ETEC BENEDITO STORANI	
ETEC VASCO ANTONIO VENCHIARU	
FATEC ARY FOSSEN	
SENAI	
SENAC	



ENGLISH CLASSES FROM 4 YEARS OF AGE



TO INTEGRATE CULTURE, SPORTS AND LEISURE PROGRAMS, AMONG OTHERS

Escola Inovadora (Innovative School) is the major Integrated Education Program of Jundiai. Created by the city hall, it inaugurates a new concept, which promotes modernization of the school environment, new technologies, appreciation of educators and development of projects focused on stimulus to creative learning, Now the students have the opportunity of learning English, from 4 years of age.





# INNOVATION

The public sector of Jundiai stimulates innovation in the city. It transformed the TV Educativa de Jundiai into TVTEC, an educational environment for professionals directed toward the digital media market. Thinking of this, TVTEC remodeled the way and the content and assumed the focus on the training of young people in audiovisual production and digital media. The City Hall also placed more than 100 services in the palm of the hand, in the application that allows scheduling for registration in queue for enrollment in day care centers, to visualize the menu of the snack served in schools, to activate the City Guard through a security button, to renew the loan of a book at the Library, to look for job vacancies and to schedule consultations at the Basic Health Units, among other services. The innovation projects of Jundiai for the forthcoming years catch a glimpse of the creation of innovate startups through competitions of technological entrepreneurship throughout the city, of occupancy of public coworking spaces, assistance to Technological Incubator, of creation of accelerators of small companies and of diffusion of training in innovation for everyone.

Startech Jundiai is benchmarking in city innovation policy. It is the first public competition of the State that creates, develops and accelerates technological base startups.

The city government is implementing the Jundiai Campus project, which aims to create an innovation ecosystem in the city and this way, to create a new wave of attraction of productive investments. Among the first activities, highlight for the “Startech” program, conducted to stimulate young people to have innovative and undertaking ideas.

**STARTECH**  
JUNDIAÍ

**SCIENCE**  
DAYS

In partnership with NASA, Jundiai performed the largest Science Days event in Latin America.



Jundiai App, more than 100 services gathered in the city's official application



# QUALITY OF LIFE...

With long term investments in the protection to springs and in the perfecting of capture and distribution services, Jundiai has a safe position in what refers to refurbishment. The basic sanitation system is recognized

as one of the best in the country and the Urban Water Service Indicator is 99.5%, while the collected sewage, 100% is treated.

## 1<sup>st</sup>

PLACE IN THE "TREATED  
SWEAGE INDEX" CRITERION

## 2<sup>nd</sup>

BEST BRAZILIAN CITY (WITH OVER 300,000  
INHABITANTS), IN TERMS OF DEVELOPMENT,  
ACCORDING TO FIRJAN

## 4<sup>th</sup>

BEST HUMAN DEVELOPMENT INDEX  
OF THE STATE

## 5<sup>th</sup>

POSITION AMONG THE 100 LARGEST  
BRAZILIAN CITIES ON THE ITEM "SANITATION  
AND SUSTAINABILITY"

(source) - City Management Challenge Index 2017 (IDGM).



# ... AND SECURITY

The quality of life in Jundiai can also be measured by its security indexes: in the 2017 Violence Atlas study, produced by IPEA (Institute of Applied Economic Research), and that considers cities with over 100,000 inhabitants, Jundiai appears as the 8th safest city in the Country in overall ranking and in first place, as the safest, considering only the cities with over 300,00 inhabitants. To ensure the maintenance or even to improve these indexes, the city has a modern monitoring system composed of

cameras (OCR), which allow the reading of vehicle plate numbers, to act in cases of robbery or theft. Besides smart tools, the security policy has the City Guard as its main force. The CG works in an integrated way with the Civil and Military police, with the objective of making the city safer.

## 1<sup>st</sup>

POSITION AMONG THE SAFEST  
CITIES OF BRAZIL CONSIDERING  
THOSE WITH OVER 300,000  
INHABITANTS





# ENVIRONMENT

The Biological Reserve of Serra do Japi is the largest natural heritage of Jundiaí a pride for the entire region converted into postcard that awakes the interest of residents and tourists, that can conduct guided visits to the trails existing in that Atlantic Forest reserve. The preservation of the area and its biodiversity is a symbol of city concern with the building of economic, urban and business development in a non-predatory way, with

respect to natural resources. Serra do Japi is an attraction. People are impressed with the importance to the environment, its history of occupancy, ecological diversity and geological formation, all transforming into multipliers of information on the history of the State's territorial occupancy.

Besides being a strong identifying element for Jundiaí, Serra do Japi inspires continuously actions of environmental education that guide the city educational network, as well as other public policies that aim to ensure the effective participation of the community and that placed the city among the best certified in the environmental seal "Green and Blue City"

(3<sup>rd</sup> place in 2016)



Botanical Garden and (at the background) the City





Peach plantation, in the region of Caxambu

# AGRIBUSINESS

Jundiai has a green belt which is formed by the districts of Poste, Traviú, São José, Caxambu, Corrupira, Jundiaí-Mirim, Champirra and Bom Jardim. The City of Jundiai is integrating part of the Fruit Circuit, also composed of Atibaia, Indaiatuba, Itatiba, Itupeva, Jarinu, Louveira, Morungaba, Valinhos and Vinhedo and stands out in the production of varied fruits that are consumed by the domestic market and exported to different countries. The City Hall has been maintaining its commitment of strengthening agribusiness, promoting researches directed towards fruit culture, perfecting qualified labor, stimulating, and, even, promoting regional fruits, like Niagara grape, original from Jundiai. The next stage will be the obtainment of the "Fruit Circuit" seal generating a quality standard for production, ensuring further the qualification of the region's fruits according to the geographical indication and to increase the production volume directed towards hospitals and schools.

## GRAPE FEAST

An example of the agricultural vocation that diversifies the regional economy is the traditional Grape Feast, started in 1934, and which, in 2017, was responsible for the sale of 104 tons of FRUITS in three weekends.

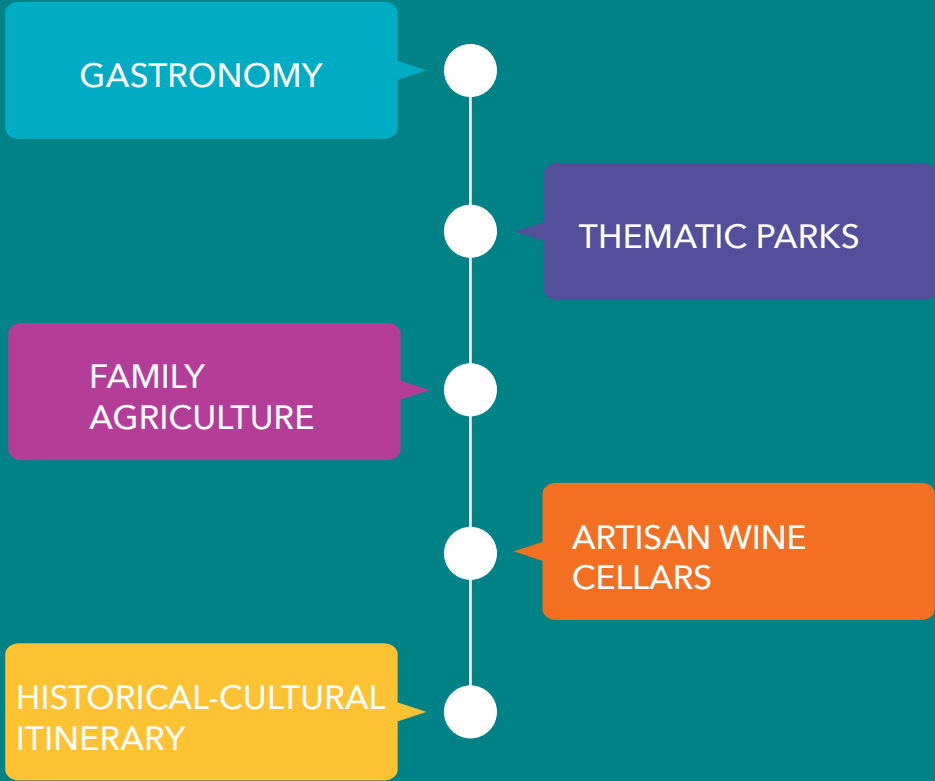




# TOURISM

The touristic diversity of the Region of Jundiai is established in the large offering of natural attractions, in pleasant climate and in the existence of structuring investments involving from gastronomy up to thematic parks, like Hopi Hari and Wet’n Wild. There are hotels of all styles, from rural inns up to five-star hotels, besides delicious farm hotels. The City has six tourist routes, among them the recently created Wine Route, which includes producer wine cellars at various points of the city. Jundiai is being positioned as tourist destination with strong enogastronomic vocation. The rural area is formed by small farms with family agriculture of fruits like Niagara grape, peach, nectarine, strawberry, plum, persimmon, among others. These properties receive groups for visitation with appointment and offer the tasting and purchase of their products, such as compotes, jellies and liquors with seasonal fruits. Besides this, there are artisan wine cellars, produced based on the tradition of the Italian families, mainly, those which offer guided visits with the tasting of various types of wines, besides, brandy from grape husks, liquors and extremely tasty cachaças (rums). Another great local wealth is the gastronomy, fruit of traditions of various ethnic currents that settled in the region in the course of the centuries. The tourist can enjoy the farm food, Italian canteens, international restaurants, Japanese, Chinese, Mexican German, etc. cuisine. Jundiai has,

even, a historical-cultural itinerary that includes numerous historical farms, and the Solar do Barão and Companhia Paulista museums.



Panoramic view of the vineyard pertaining to Adega Maziero (Maziero Wine Cellar).





Polytheama Theater

# CULTURE

The cultural scenario reflects the wealth of Jundiai through a diversified schedule that goes through the incentive to artistic class, to the care with the city heritage and through a structure annual schedule of festivals, exhibitions and shows.

Apart from Salvador, Jundiai is one of the few cities to have a stable theater besides maintaining other artistic compositions like the City Orchestra, the City Choir, the Dance Company and the Theater Company. Besides the Fepasa Complex which illustrates these pages, the cultural structure of the city is also accentuated by the centennial and prestigious Polytheama Theater, Solar do Barão Museum, the Cultural Center of Jundiai, the Diogenes Duarte Paes Pinacotheca, and the Fernanda Perracini Milani Art Gallery.



The Fepasa Complex is a patrimony nationally protected by the National Institute of Historical and Artistic Patrimony (IPHAN) and which shelters the Companhia Paulista Museum, the Culture Management Unit, the Memory Center, the Jundiai Show Room and a series of spaces where rehearsals cultural workshops and local calendar events are held.





### Additional Information

This work is an initial presentation of the assets and of the potentialities of the city of Jundiaí.

Technical, statistical data, number of enterprises, indexes and other essential information can be obtained through the INVESTOR'S GUIDE, available at the city hall's site (platforms / economic development, technology and employment / investor's guide) or on-line through the QR Code below:



#### Jundiaí City Hall

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## JUNDIAI IN FULL MOVEMENT.

DISCOVER WHAT THE CITY HAS THE BEST FOR YOUR BUSINESS.

ACCESS THE QR CODE AND WATCH THE VIDEO OR ACCESS THROUGH YOUTUBE, SEARCHING FOR THE TITLE "JUNDIAI EM PLENO MOVIMENTO" (JUNDIAI IN FULL MOVEMENT)



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